UWRF Athletic Department

Developing a Tradition of Excellence

2017-21 Strategic Plan
Message from the Strategic Planning Committee

The 2017-21 UWRF Athletic Department Strategic Plan is the result of nearly two years of planning, discussion and analysis in which coaches, staff, faculty, alumni and student-athletes worked collaboratively to share ideas and have meaningful conversations about the future of Falcon Athletics.

The framework for the plan was built around five strategic priorities: Student-Athlete Development, Professional Development, Resource Development, Campus and Community Development and Equity and Inclusion Development. Each of these priorities represents continued growth in areas that are critical to the overall success of our program. Collectively, this plan will serve as a road map to guide us for the next five years as we continue Developing a Tradition of Excellence!
Goal 1
Student-Athlete Development

The Athletic Department is committed to providing an environment that promotes the academic achievements, athletic excellence and social success of our student-athletes.

• Utilize campus resources to enhance academic support for all student-athletes
  - Create and fill an academic adviser position for student-athletes
  - Explore opportunities to expand individual and group academic support for student-athletes within the Athletic Department
  - Create and implement a policy that would be supported by Faculty Senate and Student Senate to utilize a standardized progress report form for student-athletes to report grades to coaching staff

• Continually seek opportunities to expand and update the Falcon Success Series
  - Collaborate with campus departments and local companies
  - Review the grouping of Falcon 101 facilitators annually

• Enhance recognition of student-athlete achievements
  - Develop a Student-Athlete of the Week recognition
  - Expand the use of the website and social media to enhance student-athlete recognition
  - Create student-athlete feature stories to promote the academic, athletic and social success of student-athletes
Goal 2

Professional Development

The Athletic Department is committed to supporting the personal and professional growth of our coaches, staff and administrators.

- Promote a productive and enjoyable work environment
  - Plan and implement a series of staff relationship building activities
  - Promote an environment of open communication and transparency from the leadership
- Develop and implement an orientation program for new staff members
- Institute a mentorship program to support new staff members
- Develop a plan to create a funding source for coaches and staff to attend professional development events
Goal 3
Resource Development

The Athletic Department is committed to creating and maintaining a fiscally sound environment and seeking opportunities to grow our resources.

• Develop a long-term plan for the financial stability of the department with the goal to increase the department budget by 5-10%
  - Implement a standing committee to seek out new revenue opportunities
    > Establish online and game day Falcon gear sales
    > Continually seek out new corporate partner opportunities while cultivating existing partnerships
  - Establish an ongoing fundraising committee to investigate department-wide fundraising opportunities
    > Develop and implement an annual large scale fundraising event
    > Create an annual social media giving campaign
    > Explore opportunities to continually grow the Don Page Golf Outing
• Explore opportunities for athletics to collaborate with other campus departments to improve long-term stability of the department
• Create a plan to explore additions to the sports module
• Continually seek opportunities to increase full-time staffing within the department
Goal 4

Campus and Community Development

The Athletic Department is committed to developing meaningful relationships with our alumni, campus and community.

• Increase fan attendance and engagement at athletic events by enhancing the game-day experience
  - Develop and implement a tailgating policy
  - Increase in-game promotions at all events
  - Increase game day sponsor involvement at all events
  - Utilize on-site media strategies at all events

• Engage community youth
  - Establish the Freddy’s Kids Club to enhance the game day experience for youth and increase membership by 5% annually
  - Enhance youth game day participation with pregame, post-game and intermission activities
  - Establish partnerships with area schools to have student-athletes regularly visit schools

• Engage parents, alumni and community members
  - Increase the membership in the Falcon Club by 5% annually
  - Host pregame and post-game socials to improve the game day experience
  - Develop and distribute an e-newsletter to parents, alumni, and community members

• Engage the student body
  - Establish the Falcon Fanatics student fan group to enhance the game day experience for students and grow membership by 5% annually
  - Develop and implement a Residence Hall Challenge to engage students living on campus

• Enhance utilization of website and social media to promote Falcon Athletics
  - Create a “Fan Zone” section on the athletics website to clearly communicate game day information
Goal 5

Equity and Inclusion Development

The Athletic Department is committed to providing an equitable and inclusive environment to all student-athletes and staff.

- Create and implement a plan to increase quality participation opportunities for female student-athletes

- Promote a climate of inclusion for all student-athletes, staff and spectators
  - Create and implement a mentorship program for student-athletes
  - Provide student-athletes and staff with opportunities to work with diverse groups of people and develop respect for diverse perspectives
  - Promote physical, social and psychological well-being of student-athletes and staff of all races, ethnicities, sexual orientations and gender identities

- Seek opportunities to increase diversity among staff
  - Apply for NCAA Ethnic Minority and Women’s Internship Grant position
  - Annually review hiring practices to ensure “best practices”
Vision Statement
The University of Wisconsin-River Falls Athletics Department is committed to becoming a nationally recognized program built on pride and excellence that supports all areas of the student-athlete experience.

Mission Statement
The mission of the University of Wisconsin-River Falls Athletic Department is to recruit quality student-athletes, coaches and staff who strive for excellence in academics and athletics. Falcon Athletics builds campus and community pride, while enhancing recognition regionally and nationally.

Core Values
The UWRF Athletic Department takes pride in the following core values:

Work Ethic
We value the passion and commitment that our staff and student-athletes demonstrate.

Integrity
We value sportsmanship, ethical behavior, and honesty in all of our endeavors.

Leadership
We value the development of future leaders by creating an environment of character and personal growth.

Excellence
We take pride in quality athletic and academic achievements.